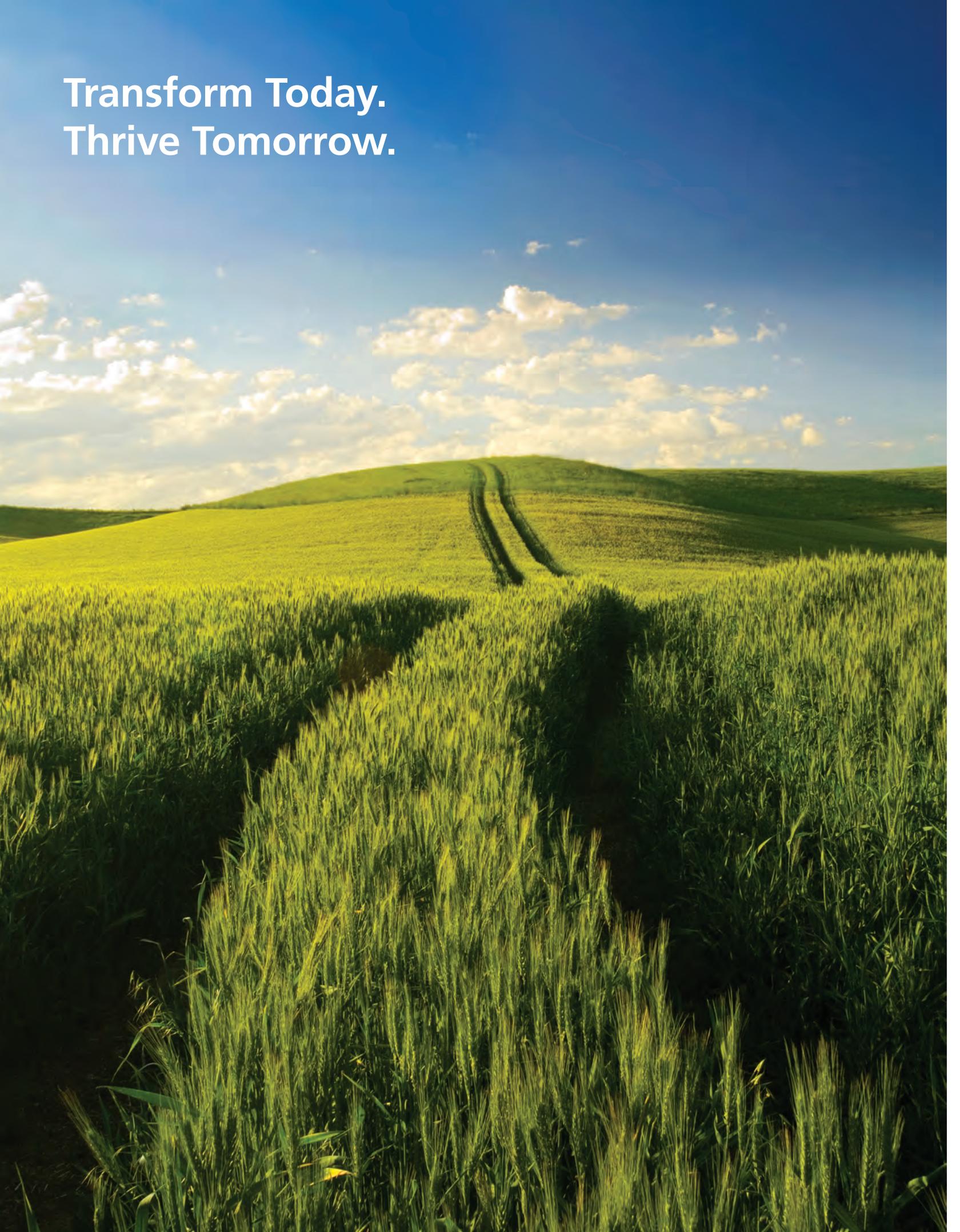




Accountable Care Solutions



**Transform Today.
Thrive Tomorrow.**

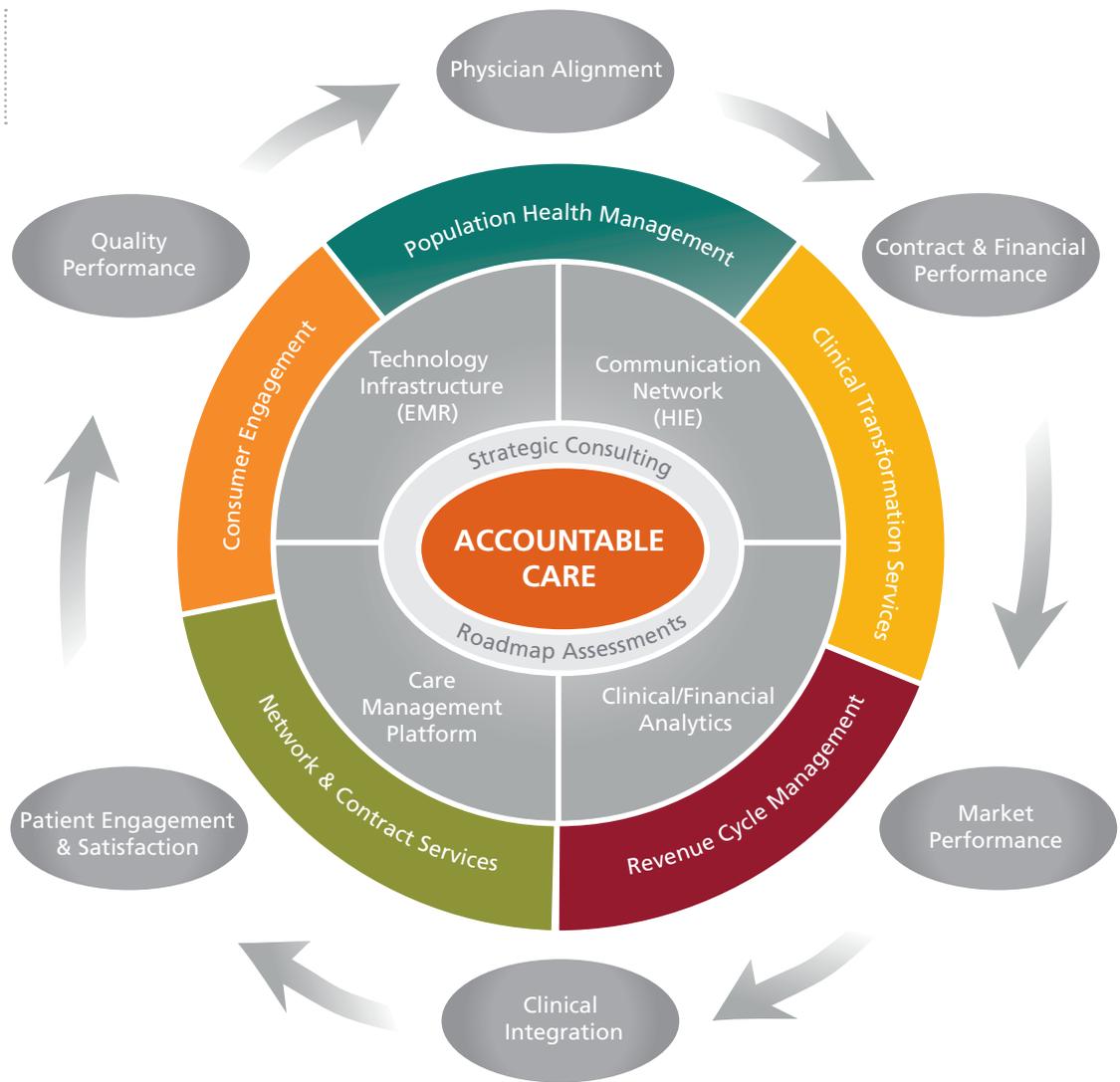


As your organization faces rapid industry and regulatory change, including evolving reimbursement models, your entire team has a seemingly insurmountable challenge ahead. How can you comply with new regulations, yet still find time to focus on patient needs? How can you balance cost and quality pressures while ensuring the best outcomes for patients? And how can you make necessary changes quickly—without taking on too much risk?

With more than 30 years of experience, Optum™ offers best-in-class analytics, unsurpassed technology capabilities and deep-rooted population health expertise. We have the insight and know-how to help you:

- Transform into a clinically integrated organization
- Manage today's risk and prepare for the future
- Transition to value-based performance
- Expand to full accountable care and sustainable operations

A
Comprehensive
Solution



Strategic Consulting and Roadmap Assessment

While the rest of the industry has been talking about ACOs, our team of accountable care experts has been building them. At the very center of Optum's ACO solution matrix, the strategic assessment and roadmap development play a critical role in measuring where an organization is today in order to prepare for its transformation to accountable care tomorrow. Optum experts will identify ways for your organization to methodically take on risk and pinpoint clinical areas of opportunity to improve your bottom line.

Technology Infrastructure (EMR)

The Electronic Medical Record (EMR) is one of the four foundational components of an ACO. Getting your entire community on the same EMR system is no longer an issue; the development of health information exchanges (HIEs) enables interoperability among disparate EMRs. If your organization has already purchased an EMR, you're already one step further on your transformation to accountable care. If your organization does not have an EMR or is not happy with its current system, the Optum EMR can be woven into your ACO roadmap.

Care Management Platform

Optum Care Suite, Optum's care management platform, is the first health IT solution to integrate clinical details from digitized patient records with medical claims data, to create a complete view of the patient experience and health system performance. This user-friendly, cloud-based application makes it easy for every member of care teams—including patients—to access health intelligence, supporting better decisions and collaboration on medical decisions. Optum Care Suite supports both measurement and management of care, whereas most solutions today focus on only one side of the equation. By having aligned tools and processes for evaluating performance and informing corrective actions, health systems will be able to reduce cost and complexity to the system.

Communication Network

The health information exchange (HIE) is one of the critical components of an ACO—it is how a community becomes connected. Optum Health Information Exchange is a sophisticated suite of applications that clinically connects all health care providers and organizations in a medical trading area, region or state. Using a hybrid-federated model, stakeholders maintain control and ownership of their data while making it available for query and retrieval. Optum and 3rd-party applications layer seamlessly into the framework enabling interoperability and seamless integration between disparate systems.



**Clinical/
Financial
Analytics**

Optum has the ability to transform disparate data—including health records, claims data, population analytics, and evidence-based care guidelines—into an end-to-end system of actionable health information technology and intelligence. Organizations can measure where they are from a quality, spend and risk perspective and manage through trend analysis, projections and recommended action steps.

**Population
Health
Management**

In an environment characterized by rising health care costs, increased patient demand and acuity, decreased reimbursement and constrained physical resources, optimizing care delivery outcomes and supporting the management of patient populations is an essential strategy for long-term sustainability. Optum offers population health management programs, including Readmission Prevention, Emergency Department Redirection, Complex & Chronic Patient Management, and Referral Management, which have proven success in optimizing care delivery outcomes and supporting the management of patient populations, essential for long-term success.

Clinical Transformation Services

Optum's clinical transformation experts provide objectives, care management strategies, integration processes, and implementation tools to transform organizations from fee-for-service into value-based payment models. During care redesign, Optum works with our partners to design and pilot integrated care delivery and care management solutions—marrying evidence-based care with efficient processes and information to produce predictable, high-quality outcomes for specific disease conditions or procedures. Based on analysis and in coordination with the physician and financial leadership, the specific areas of redesign focus are identified and processes are proposed and piloted.

Revenue Cycle Management

Optum offers the tools and experience you need to manage your entire revenue cycle, increasing margin performance and mitigating revenue disruption as you shift to fee-for-value. Our cutting-edge revenue cycle technology coupled with the deep experience of Optum's consulting team have proven results in optimizing the patient access process, improving charging and coding accuracy, and streamlining billing and resolution.

Network & Contract Services

Optum analyzes the viability of your current network to identify disparities in cost and quality of care—and provides solutions to fill the gaps to reduce costs and improve quality. Rely on Optum to set up the governance and structure of your ACO, grow membership and patient engagement, implement performance-based contract initiatives, and calculate total cost of care reporting and incentives.

Consumer Engagement

Optum delivers value to providers by capturing consumer trends, demographics and preferred communication methods. Our capabilities help providers facilitate behavioral and clinical change and maintain a meaningful and active presence in the lives of their patients beyond traditional face-to-face encounters. Optum's consumer engagement strategies address key consumer desires including two-way communication with the provider and care team; secure access to personal health records; help understanding and navigating the health care system; and personalized information based on each consumer's needs.



Broad Reach and Expertise

The know-how and insight to help you transform and engage



Transform Today. Thrive Tomorrow.

Discover how Optum can help your organization meet the demands of an ever-changing health care environment.

Call 800.765.6619 or visit www.optum.com/aco.



OPTUM™

T 866.386.3409 | www.optum.com

6300 Olson Memorial Hwy, Golden Valley, MN 55427

All Optum trademarks and logos are owned by Optum, Inc. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

CSCR50298S001FH 09/12 © 2012 Optum, Inc. All Rights Reserved.

